



# Virginia Green Events



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## 2013 Earth Day Celebration at Mount Trashmore Virginia Beach, VA



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**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations, and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

## 2013 Earth Day Celebration at Mount Trashmore

The Earth Day Celebration at Mount Trashmore, our area's own landfill to park success story, will host over 50 environmentally friendly exhibitors, demonstrations and vendors. In addition, there will be live entertainment and a variety of activities for the whole family.

The goal of the Earth Day Celebration at Mount Trashmore is to create an opportunity for citizens of our community to interact with local green businesses, non-profit organizations and governmental agencies in a fun, family atmosphere. We strive to showcase and promote a large variety of green practices in our community and encourage others to help make our world a healthier place. In addition, we would like to highlight our Department's and Festival's green efforts.

Food vendors are required to pledge to certain green requirements in order to be considered. This includes mandatory recycling and composting. Exhibitors are also asked to reduce their waste while participating in the festival. Correspondence with vendors, exhibitors and entertainment is done electronically. Marketing focus is on social media over print. Water coolers will be used in hospitality areas instead of disposable bottles. Water cooler area for the public to refill their own bottles. Dumpster Dive demonstration on site to highlight things in trash bins that could've been recycled instead. A Bike Valet service with give-aways to encourage biking to the event. A Recycled Float contest, where contestants can win prizes for creating a bike float out of reused & repurposed recyclable items. We will also offer an electronics recycling, car battery recycling and child safety seat recycling on site during the event.

### Virginia Green Activities

#### This facility pledges that they:

**Recycle.**

- Have in place clearly marked recycling locations and/or containers. Please check the items that visitors to your facility are able to recycle: *(minimum of 2 required)*

- Aluminum cans
- Plastic bottles
- Paper
- Cardboard
- Composting of food & other compostable items

### **Minimize the use of disposable food service products.**

- Use disposable food service items that are made with recycled content

### **Printed Materials.**

- Use electronic registration, correspondence, and forms instead of paper forms
- Print brochures and other printed items on recycled content paper
- Use soy-based inks
- Print all documents double-sided

### **Waste Reduction.**

- Track overall solid waste costs *(required for Virginia Green)*
- Arrange for the composting of food waste and other compostables
- Use water pitchers to minimize the use of single-use bottles
- Purchase recycled-content paper towels and toilet paper
- Encourage the use of mass-transit and/or carpooling to the event
- Provide for recycling of boxes and other set-up wastes

### **Green Signage.**

- Have a link on our website to the Virginia Green Events webpage
- Have a green event section on our events webpage highlighting all of our green activities
- Have signs at the event registration which list all of our green activities
- Use the Virginia Green logo on signs and on recycling containers



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For more information on **2013 Earth Day Celebration at Mount Trashmore**, see [www.vbgov.com/earthday](http://www.vbgov.com/earthday) or contact Katie Whanger at [kwhanger@vbgov.com](mailto:kwhanger@vbgov.com) or 757-385-0426.

For more information on the Virginia Green program,  
see [www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx](http://www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx).



**Virginia Green** is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

